# 7 KPIs FOR EXCELLENT CUSTOMER SERVICE
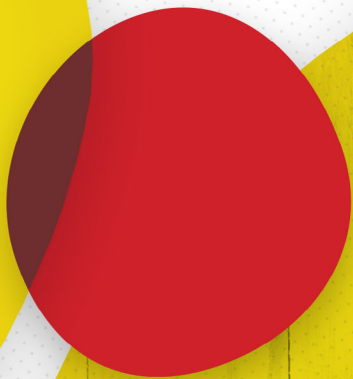
Measuring your contact center performance should be the cornerstone of anyinbound campaign. In order to build an efficient and satisfying customer relationship with your customers, choosingthe right key performance indicators adapted to your customer service activity is crucial.

To help you see more clearly, here are the most prominent Key Performance Indicators for your inbound campaigns:
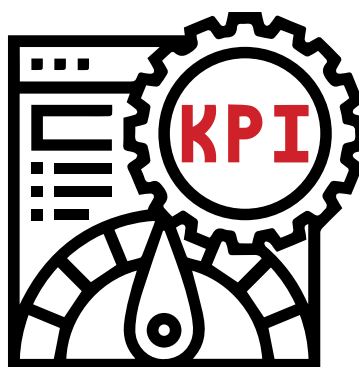
1 Net Promoter Score (NPS)

The Net Promoter Score is a KPI that primarily measures how well your customers would recommend your brand or service. This metric therefore measures the intention and willingness of your customers.

In order to quantify this indicator, you need to segment the clients into 3 categories. With a scale between 1 and 10, you can qualify them as follows:

Detractors	Passive users	Ambassadors
0 1 2 3 4 5 6	7 8	9 10

2 Customer Satisfaction Score (CSAT)

If you want to get a clue about your customer's emotional journey the most important KPI to look for is the Customer Satisfaction Score or CSAT.

To do so, you must directly ask each customer to rate their satisfaction with your product, service and the quality of their interaction with the agents. The CSAT will then be made up of the average of all customer returns over a given period of time.

As far as the scoring system is concerned, you can choose numbers, stars or emoticons. The most essential aspect to keep in mind before making a decision is the cultural factors that may affect understanding the survey.

3 The Average Handling Time (AHT)

Each interaction requires a certain amount of time for resolution. Especially during an incoming phone contact, the associated cost is crucial from a managerial point of view. Hence the role of the AHT, the KPI that measures the time required to process a customer request.

In the case of an inbound call, you have to add the call duration with the client and the post-call processing time (processing of the file, administrative information, etc.). This time window, which varies greatly depending on the business type, is estimated to be around 5 minutes.

4 Customer Effort Score

As the name suggests, the Customer Effort Score is about measuring the effort made by your customer. What does it mean?

It's actually a metric to assess the level of customer frustration. This is all the more important today than ever with the rising of social media and digital communication channels. Especially since having oversized detractors is very easy these days.

Again, the best tactic is to propose a stylized question: How much effort did you have to put in to get your answer? Once you have collected the notes, you can work at the process level to improve your performance.

5 Selfcare Rate

Whether it is a webchat or a communication app, today's customers have a wide array of channels to get in touch with brands. In this sense, the selfcare rate allows you to measure the capacity of the customer service to offer solutions and answers 24/7 and reduce processing costs.

The definition of the rate of self-care: The number of management tasks completed via a self-care solution out of the total number the tasks.

The higher your self-care rate becomes, the more efficient your customer service operation. What this means is your call center agents spend less time on low added-value calls and can concentrate their efforts on the most complex requests.

This rate allows you to measure the digital sensitivity of your customers, but also the digital maturity of your organization.

6 SERVQUAL

This multi-dimensional KPI globally measures the following equation:

Service + Quality

This indicator is a new KPI, created by Valerie Zeithaml and is considered to be the most accurate method for judging customer service. Since it's based on a very simple principle, asking a customer to rate between his experience and his expectations.

In other words, SERVQUAL is based on 5 dimensions:

Reliability - The ability to offer a promised service in a satisfactory and precise manner.

Confidence - The level of knowledge and friendliness of agents and their ability to create a sense of confidence.

Tangible - The outward appearance of your customer service

Empathy - The extent to which agents care and give special attention to customer demand.

Responsiveness - The speed of service provided

The first 3 dimensions measure your customers' perception of customer service.
Each indicator can be measured, for example using a scale from 1 to 10, or simply by opinions ranging from "Strongly disagree" to "Strongly agree".

7 First Call Resolution Rate

As its name indicates, this KPI allows you to quantify the proportion of requests that are resolved during the first call. It is the final line to know the customer satisfaction but also the efficiency of your agents. Therefore, it is considered by brands as the indicator of the viability of a contact center. The higher your rate is, the better your performance will be.

In order to improve this KPI, the strategy is centered on 3 dimensions:

Set objectives to be reached and train your agents on a regular basis

Precisely measure your performance by setting up a customer expectation grid

Quantitatively measure your performance. This implies setting up a grid of customer expectations (e.g. call duration, resolution time, reason for the request, etc.).

Who is NobelBiz?

NobelBiz is a world-class Telecom and CCaaS company with 20 years of experience delivering complete solutions for contact centers across the globe, irrespective of size, industry, or activity.

The **NobelBiz Voice Carrier Network** is the only network built from the ground up to serve contact centers, offering the most versatile selection of smart tools to increase contact rates, mitigate impacts of call labeling and blocking, and provide all-round compliance.

The **NobelBiz OMNI+** cloud contact center software has a unique blend of capabilities: from Omnichannel, Impressive API integrations, and fast implementation, to simple cross-channel campaign setup and remote work.

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